

Abstract of the Disclosure

A centralized information dissemination system automatically distributes information received from information disseminators to information requestors. Information disseminators may register with a central facility to obtain an information address and to submit materials that are to be associated with the information address. Information disseminators may publish the information address to inform the public of the availability of the information distribution system. An information requestor may send a message addressed to a published information address at the central facility to automatically receive information. The central facility may respond to the message by sending a reply message that includes materials submitted by an information disseminator. An information disseminator may register different information addresses for advertisements for the same product or service that are presented to users through different media so that the information disseminator may track advertisements across different media. Other features and enhancements are also described.